Friends,

Throughout this exceptionally long, cold winter, I have had many opportunities to think about the meaning of resilience. My house relies on a well, septic tank, and propane heat, so I know I need to be prepared to care for my family and pets if the power goes out or we get snowed in. Our little neighborhood is at the edge of town, so having neighbors who check on each other is more than a nicety - it is a way of life. And no matter the circumstances, I must always be able to work due to my job - whether at home or in the office.

Each of us - at the individual, organizational and community level - is responsible for our own readiness for any disaster. To help you with your efforts, we are pleased to present this first edition of our quarterly newsletter. Inside you will find a selection of resources to help you with your own planning, from a calendar of monthly themes to help your organization with its employee and business preparedness to articles on good practices and cool tools. As we move forward, we very much look forward to your feedback and suggestions for further topics of interest.

--Jeanie Moore, Acting Director, Private Sector Division, FEMA External Affairs

What’s Happening around the Nation

Region IX Public / Private Sector Leadership Conference - "Perception vs. Reality"

FEMA Region IX and the State of Arizona Division of Emergency Management hosted a full-day workshop for the third annual FEMA Region IX Private Sector

Calendar

The 3-month at-a-glance 2014 Preparedness Campaign Calendar details the focus of our messaging for each month. We encourage you to use it as a tool to plan your own business preparedness strategies.
Leadership Conference on February 19. On the theme of "Perception vs. Reality," the workshop focused on emerging trends and resiliency information to help organizations survive and thrive in 2014. Participants, including top-tier business continuity professionals from Arizona, California, Nevada, and the Pacific Islands, had the opportunity to share individual challenges and successes with fellow attendees. The goals of the conference were to improve public and private sector capabilities to integrate, collaborate, and work with one another, and to provide a networking framework to develop successful public/private relationships throughout the region prior to a crisis.

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**Tech Corps Update!**

The Tech Corps Incident Management Assistance Team (IMAT) job announcement is now available online at USAJobs.gov and closes on March 12, 2014. You can review the Tech Corps IMAT positions and other job announcements at www.usajobs.gov.

For more information regarding the Tech Corps program, please visit the Ideascale page or www.fema.gov/tech-corps.

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**Stakeholder Resources**

**Private Sector Recovery Stories**

In the aftermath of Hurricane Sandy, businesses from across New Jersey and New York have been working hard to rebuild. Several of these ongoing success stories are available in the FEMA video library, including:

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**March**

- Severe Weather / Flood Safety / Tsunami
- Volunteer Preparedness

**April**

- America’s PrepareAthon Day of Action
- Green Preparedness (Earth Day)
- Financial Preparedness

**May**

- National Small Business Week
- Wildfire Preparedness

**Resources Around the Web**

International Economic Development Council has released a new research briefing, "Case Studies in Small Business Finance Following a Disaster". This resource includes six case studies that highlight how American communities have utilized public, private, and a mix of public and private funding to aid small businesses to return to operations and thrive following a disaster.
Avanti Linens received about 4 feet (approximately 2.5 million gallons) of flood water in its facility from Hurricane Sandy. After the storm, they created a disaster recovery planning committee to address ideas for protecting themselves from future storms. This video features their mitigation efforts taken while recovering from the storm.

Jenkinson's Aquarium brought their Continuity Plan into play for Hurricane Irene and Hurricane Sandy. They credit having a set of protocols in place to continuously test and revise as the key to their success.

Private Sector Resilience Tips

As the spring months bring warmer weather and new hazards, subscribe to FEMA Private Sector Office email alerts for Tips of the Week to stay a step ahead. Some of the most recent include:

- Prepare your business for floods after snow melt by elevating business records, computer equipment and furnaces off of the ground.
- Encourage staff to prepare for tornadoes by discussing evacuation plans, shelter-in-place locations, and listen to weather alerts and warnings.
- Use online tools to prepare your organization and staff for all hazards during National Severe Weather.
Be a Force of Nature: Take the Next Step

A NOAA and FEMA Public Education Campaign

National Severe Weather Preparedness Week joins state severe weather preparedness weeks, National Preparedness Month and America’s PrepareAthon as part of a national effort to increase emergency preparedness.

*Be a Force of Nature: Take the Next Step* asks that the public take a single preparedness action during each day of National Severe Weather Preparedness Week, **March 2-8, 2014**. This can be as simple as preparing an emergency communications plan for your family. But the sum of these actions will ensure that communities are better prepared for severe weather.

Here are just some of the links our National Severe Weather Preparedness planning team partners have launched or updated in the past few days in support of this campaign.

**American Red Cross:**


**OSHA:**

America’s PrepareAthon:

www.ready.gov/prepare (Check out and share the new Be a Force widget.)

Ready Campaign:

www.ready.gov/severe-weather (Toolkit, information, and resources)

http://www.ready.gov/es (Spanish Toolkit)

http://community.fema.gov/connect.ti/COPS/groupHome (Community of Practice)

NOAA:

http://www.nws.noaa.gov/com/weatherreadynation/force.html (Toolkit and daily theme stories)

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### Contact

You may contact FEMA Private Sector Division via e-mail:

FEMA-Private-Sector@fema.dhs.gov

### News & Announcements

- National Business Emergency Operations Center Overview (NBEOC)
- NBEOC Membership Application
- Private Sector Technology Volunteers Supporting Disaster Response: Browse Recent Ideas

### Follow us

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